

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Elections – National Voters’ Day 2013 – Celebrations on 25-01-2013 – Telecasting of Spots in Telugu News Television Channels – Payment of Rs.47,549/- to M/s Sakshi TV, Hyderabad towards the cost of telecasting T.V. Spots – Sanctioned – Orders – Issued.

-----

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

**G.O.Rt.No: 903**

**Dated: 23-02-2013**

Read the following:-

1. Govt. Lr.No.6920/Elecs.E/A2/2012-74, dt:22-01-2013.
2. Govt. Lr.No.6920/Elecs.E/A2/2012-89, dt:22-01-2013.
3. From Authorised Signatory, Sakshi TV, Hyderabad Invoice No. SR/3,850/12-13, dt.31-01-2013.
4. From Authorised Signatory, Sakshi TV, Hyderabad Invoice No. SR/3,817/12-13, dt.31-01-2013.
5. G.O.Rt.No.351, Fin. (Expr.GAD.I) Dept., dt:02-02-2013.

\*\*\*

**ORDER:**

In the Government letter 1<sup>st</sup> read above, the General Manager, Sakshi TV, Hyderabad have been requested to telecast T.V. Spots from 22<sup>nd</sup> to 25<sup>th</sup> January, 2012 on DAVP Rate of Rs.991/- per 10 Seconds spot during 7.00 am to 9.00 am in the morning and 7.00 pm to 9.00 p.m in the evening in connection with National Voters’ Day celebrations on 25<sup>th</sup> January, 2013. Accordingly, M/s Sakshi TV, Hyderabad has telecasted the Spots and requested for payment of Rs.12,348/- in the reference 3<sup>rd</sup> read above.

2. In the letter 2<sup>nd</sup> read above, M/s. Sakshi TV, Hyderabad has been requested to telecast the Scrolls through TV News channel from 22<sup>nd</sup> January to 24<sup>th</sup> January, 2013 in connection with National Voters’ Day on 25.01.2013 @ 25 Scrolls per day i.e., 10 Scrolls in the morning between 7 to 9 a.m. and 15 Scrolls in the evening between 7 to 9 p.m. @ Rs. 150/- per scroll exclusive of service tax. Accordingly, M/s Sakshi TV, Hyderabad has telecasted scrolls in their channel TV News and furnished the bill for an amount of Rs.12,640.50 including all taxes and requested for arranging payment in the reference 4<sup>th</sup> read above.

3. After careful examination, Government hereby accord sanction for payment of **Rs.24,988/-** (Rupees Twenty four thousand nine hundred eighty eight only) to M/s. Indira Television Limited, Hyderabad towards the cost for telecasting T.V Spots & Scrolls through their channel from 22<sup>nd</sup> to 25<sup>th</sup> January, 2013 in connection with National Voters Day Celebrations on 25-01-2013.

4. The expenditure sanctioned in para 3 above shall be debited “**2015 – Elections – MH 103 Preparation and Printing of Electoral Rolls – SH (04) Assembly and Parliamentary Constituencies – 260 Advertisements, Sales and Publicity Expenses**” and shall be met from the additional funds provided vide G.O 5<sup>th</sup> read above.

(Contd..2...)

5. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 3 above and credit in favour **“Indira Television Limited” A/c No. 30769357760, State Bank of India, Road No.12, Banjara Hills, Hyderabad, IFSC Code: SBIN 0008022, MICR Code: 500002007.**

6. This order does not require the concurrence of Finance Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

BHANWAR LAL,  
CHIEF ELECTORAL OFFICER & E.O  
PRINCIPAL SECRETARY TO GOVERNMENT

To

The General Manager, Indira Television Limited, 6-3-248/3,  
Road No.1, Banjara Hills, Hyderabad-34

The General Administration (Claims.C) Department

The Pay & Accounts Officer, Hyderabad

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad

The Accountant General, Andhra Pradesh, Hyderabad.

SF/SC.

//FORWARDED:: BY ORDER//

SECTION OFFICER